



Homeland Security

Ready Conference Call Summary Tuesday, May 30, 2006

Current and Upcoming Ready Initiatives:

- **Hurricane Preparedness Outreach:** Many times we are asked about best practices on hurricane preparedness for citizens. We would like to encourage you to let us know about your state or local preparedness campaigns so that we can share all the great work you do amongst the group and for media requests. Feel free to email us at ready@dhs.gov
- **New *Ready* PSAs:** On May 23, DHS released new *Ready* and *Ready Business* PSAs featuring Former Presidents George H.W. Bush and Bill Clinton. The ads urged Americans to take steps to better prepare themselves, their families and businesses for emergencies. The TV PSAs can be viewed at: <http://www.adcouncil.org/default.aspx?id=50> (click "Advance Planning") and <http://www.adcouncil.org/default.aspx?id=51> (click "Resiliency") Within the next few weeks, we hope to have a localizable radio PSAs available for your use.
- **Preparedness for Pets:** On May 31, DHS Under Secretary for Preparedness George Foresman will launch the new co-logoed *Ready* brochure for pet owners during his remarks at the Human Society's National Conference on Animals in Disaster in Arlington, VA. This joint pet preparedness effort with the American Kennel Club (AKC), the ASPCA (American Society for the Prevention of Cruelty to Animals), American Veterinary Medical Association (AVMA), and The Humane Society of the United States (HSUS) aims to encourage pet owners to prepare for emergencies.

This new brochure highlights the key steps pet owners should take to prepare themselves and their animals. In addition, the PETCO Foundation will be printing additional copies of the new brochure and distributing them in over 200 PETCO stores in hurricane affected areas of the country. Visit www.ready.gov tomorrow to see the new brochure.

- ***Ready* Seal:** The Department has developed a new "*Ready* seal" for states and localities to use in their public preparedness campaigns. The seal was designed to illustrate unity of federal, state and local citizen preparedness efforts, an issue supported by the Department and called for in the White House Katrina Report. The new mark can be placed on state and local government materials that meet a series of criteria and legal guidelines. These guidelines include referencing the three key steps called for by the *Ready* Campaign: getting an emergency supply kit, making a family emergency plan, and being informed about the different types of emergencies that could occur and their appropriate responses. If you would like more information on how to obtain the "*Ready* seal" for use in your campaign please email us at ready@dhs.gov

- **Minor League Baseball:** On May 8, DHS announced for the third consecutive year, Minor League Baseball partnered with the *Ready* Campaign to educate and empower Americans to prepare for natural disasters and potential terrorist attacks. More than 35 teams are stepping up to the plate during the 2006 season to help encourage fans to prepare for emergencies. The news release can be viewed online at: <http://www.dhs.gov/dhspublic/display?content=5595> Minor League Baseball teams are still encouraged to sign up and participate all season long. If your team isn't on the list, feel free to contact Lindsay Rowe at lrowe@neimangroup.com for further information on how to participate.
- ***Ready Business Mentoring Initiative:*** On May 25, *Ready* issued a call-to-action for business leaders, in our announcement of the creation of the *Ready Business Mentoring Initiative*. This initiative is designed to help owners and managers of small and medium-sized businesses prepare for emergencies. To learn more about the initiative or to download the new *Ready Business Mentor* guides click to <http://www.ready.gov/business/mentor/index.htm>
- **National Preparedness Month:** An annual event since 2004, National Preparedness Month 2006 will focus primarily on family preparedness (see attached) during the month of September. We hope to have coalition partners focus on several specific preparedness activities as well as expand the timeframe to include events leading up to September and after in October during Fire Prevention Month. In addition, we are eager to hear about your plans for NPM and how we can assist you as we hope to be able to visit several preparedness events across the country throughout this summer and well into the fall. Please let us know about your NPM plans today by emailing us at ready@dhs.gov